

GBTA 2022 Convention Education Sessions

Sorted by Track

Accommodations

40,000 ft to the 14th Floor: Apply Fair Market Share to Your Hotel Program

With travel volumes still well below 2019 levels and the industry ready to hit reset on traditional processes, some buyers are readying their programs to move away from room nights, commitments and focus instead on market share, similar to what's done in the air category. In this session, we'll share how buyers could make the shift to secure better deals and greater savings from hotel suppliers. Learning Level: Strategic (11+ year of experience in travel)

Hotel Rising - Take Your Hotel Program to The Next Level

This is the year to take your hotel program to the next level and employ the right mix of traditional and dynamic program management. There's a little window for bold program management with the traditional process and that makes it hard to manage coverage and compliance. In this session, see how to gain efficiency and the ability to take action at the right time and get the right results. We'll paint a picture of how you can reduce the annual madness of Hotel RFP and focus on building a program that consistently delivers optimum results. Learning Level: Applied (4-10 years of experience in travel)

Tech Innovations in Accommodations

Looking for new partners that offer innovative technology products and services in the accommodation space? Join GBTA and Phocuswright as they combine their expertise in innovation and showcase three tech solutions focused on improving the management and procurement of hotel programs. Learning Level: Applied (3-10 years of experience)

The Future of Hotel Sourcing - How Might It Be Different?

Many changes have occurred in the corporate transient hotel marketplace over the past 5 years including the increased adoption of dynamic discounts, the expansion of chainwide discounts, the inclusion of aggregator rates in corporate distribution channels, COVID's impact on the traditional annual RFP process, and the entry of new alternative sourcing tools and approaches. In this session, you will learn about new trends in hotel sourcing and how they could impact your hotel sourcing strategy and process going forward. Learning Level: Applied (4-10 years of experience in travel)

Three Markets in 30 Minutes: Updates and Expectations in Global Corporate Housing

The world has returned to travel. It's time to update! In a lightning round session, we'll look at short-term/furnished accommodations expectations in EMEA, APAC and the Americas, in both familiar and emerging business travel destinations. Travel and relocation buyers/clients will be briefed by local experts on availability, costs, regulations, safety, sustainability, local features, and guest preferences. Whether Dublin or Tallinn, Nashville or New York, Singapore or Bengaluru, there's a trend worth watching in your key markets. Learning Level: Applied (4-10 years of experience in travel)

Collaboratory Spotlight

Executive “Real” Talk: Future Challenges & Opportunities for Business Travel

We all knew the return to business travel would be a challenge across the travel ecosystem. Today, the industry is stepping up to those challenges. In this session, senior executives address the return-to-travel scenario, service situation, resource prioritization, the impact of an inflationary environment and—on the bright side—the opportunities and innovations arising from disruption. Fasten your seatbelts!

Inside Our Airports: Managing Innovation & Protecting Data Privacy

For the business traveler, the journey through security and traversing through the airport to the business meeting is an art form. However, the changing technology and innovations that enhance the travel experience are colliding with data privacy concerns. This session will look at the innovations impacting the traveler and how to keep your identity protected.

Making Your Travel Program More Sustainable: 10 Things You Need to Know

The majority of spend and emissions in a corporate travel program sits within air travel. In many cases air travel emissions also contribute to a significant proportion of a corporations total carbon footprint. As companies continue to develop their sustainability targets we discuss the 10 things you need to know, including how Sustainable Aviation Fuel (SAF) can become a big part of the solution and how travel professionals can accelerate progress by providing real data, developing their knowledge in carbon accounting and being a driving force for sustainability. Join us to discuss and learn more. Session Made Possible by Shell

The Building Block(chain)s of Crypto Travel : Fact or Fiction

Cryptocurrency and blockchain technologies simplify transactions for consumers and business, and are adopted across sectors in education, retail banking, fundraising and nonprofit and investment management to name a few. It is disrupting every vertical of the financial sector – could business travel be next? The arguments and rebuttals will focus on real world applications for travelers, suppliers, and travel programs and YOU as the jury will decide!

Cryptocurrency 101 in Business Travel

Start your education before Convention with this special pre-convention session! Attend this introductory course to learn just what cryptocurrency is, the evolution of digital currencies and a panel discussion as to how it can be used to solve some of the pain of business travel payments.

The Workforce Revolution: Travel's Role in a People-First World

The pandemic has significantly accelerated changes in both employers and employees' attitudes to work. The pause has focused minds on work purpose and the global talent shortage has placed the power in the hands of individuals to put their energy into corporations with aligned values. Combined with the breaking down of traditional physical office boundaries and a more dispersed workforce, it means that travel management has a special role to play in supporting and driving the values of the 21st century employer and enhancing the employee experience. We explore how you should frame business travel alongside the future people needs of business.

Data Analytics & Distribution

Airline Contract Management in an Omnichannel World

It's time to consider airline contracting in an omnichannel world. Currently, airline data is incomplete, inaccurate, and lagging, with little innovation - and manual data-gathering is time-consuming and costly. As the corporate travel market evolves, there's an opportunity for the industry to look beyond this legacy thinking and toward the next generation of airline contract management. Learning Level: Strategic (11+ year of experience in travel)

Correlating People, Planet & Profit Through Advance Analytics

According to Harvard Business School, 'the triple bottom line posits that firms should commit to measuring their social and environmental impact-in addition to their financial performance-or the standard bottom line.' When it comes to business travel, only recently have topics of traveler wellness and sustainability entered the industry's lexicon. While progressive travel professionals have attempted to modernize their notions of people and planet, most are still seeking direction on how to best quantify success. The answers lie in the data... Learning Level: Strategic (11+ year of experience in travel)

From 0s and 1s to \$ and ¢ - Deriving Real World Value From Your Travel Data

Corporate travel programs can create vast volumes of data. But unless you know what to measure, how to analyze it, and what to do with it, it can be meaningless. Learn from travel and technology leaders how to turn these gigabytes of information into business insights that can generate meaningful value. Learning Level: Strategic (11+ year of experience in travel)

Navigating an NDC World; Strategies For Success

An expert in the field will navigate attendees through the opportunities, implications and potential strategies in response to the airlines' plans to add value and improve the traveler experience using enhanced retailing capabilities enabled by NDC. This session is intended for participants with a good working knowledge of NDC. Take away strategies and practical tips to manage your negotiations, RFPs and relationships. Position yourself for future success and maximize the opportunities presented by NDC. Learning Level: Strategic (11+ year of experience in travel)

NDC in Action: Insights from Deploying NDC

The experts on the panel will discuss how NDC fits into their corporate travel strategies; lessons learned from deploying NDC; and tips for audience members to use to get started on their NDC journeys. The panelists will include 3 people: NDC technology provider (moderator); TMC; and Corporate Travel Manager from global corporation.

Starting Blocks: Blockchain Technology in Corporate Travel

Blockchain is a word all of us have heard but may not completely understand. Or if we do, we think about Crypto currency and whether we should invest. Understanding the difference between a public and private blockchain is the first step to learning about how this new and powerful technology can help corporate travel buyers, suppliers, GDSs and TMCs with corporate discounts and carbon emissions tracking. Learning Level: Applied (4-10 years of experience in travel)

The Rise of the Modern Booking Experience

Join us on a journey, where we will explore why shopping for airline offers needs to evolve with product retail standards, while also creating a platform to bring future content enhancements to life. Learning Level: Strategic (11+ year of experience in travel)

GBTA Research

2023 Global Pricing Forecast: What's Next?

Made Possible by CWT As the business travel industry recovers from the devastating impact of the global Covid-19 pandemic, what does recovery look like? How has inflation, supply chain bottlenecks, rising energy costs, global conflicts and rising interest rates impacted the business travel industry? How will the industry respond to these pressures and what will they have on pricing for air, hotel and ground? Learn what is trending across the air, hotel, and ground transportation sectors. This session is the first look at where pricing is trending and where the industry should look for opportunities. Join us for this critical pricing presentation based on data and learn about the economics of business travel spending.

A New Order: Business Travel Corporate Procurement and Workspaces in a Post-Pandemic World

Made Possible by HRS The global pandemic has had a profound impact not only on business travel policies, but also on where employees work and how they collaborate in person. Accordingly, questions have arisen that impact travel and meetings management. These queries include: How much have companies reduced their office footprint? And in those cases, are companies looking to travel management to procure and book non-traditional meeting venues? Is co-working spend formally “managed?” Which functions do travel programs handle in-house and which do they outsource? How is co-working/flexible office space booked? Join Martin Biermann of HRS and Chris Ely of GBTA to learn about new research from a survey of travel leaders in America and Europe about these timely issues. You will leave this session with unique insights on the opportunities for innovative travel program leaders as corporations address the convergence of work and travel.

Business travel returns: how travel managers are responding

Made Possible by Uber for Business With corporate travel and in-person meetings ramping up, businesses need to be extra thoughtful about how they’re implementing—or re-implementing—travel programs. In conjunction with this meaningful return to business travel, Uber for Business and GBTA created a first-ever ground transportation report based on a quantitative survey of corporate travel managers across the US and Canada. Join this education session, presented by research and travel experts from GBTA and Uber for Business, to learn how travel managers at some of the world’s largest companies are thinking about:

- Sustainability in travel programs
- Managed ground transportation policies and processes
- How meals fit into travel programs
- What’s in store for the future

Global Business Travel Index (BTI)[™]: Outlook for Global Business Travel 2022 – 2026

For the past 14 years, the BTI has been a signature GBTA research study. It is a critical industry planning tool that provides an exhaustive study of business travel spending and growth covering 75 countries across 48 industries and provides a five-year forward looking forecast. It provides demand-side measurements of all types of business trips and all spending while on a

trip. This includes everything spent on business travel including airfare, hotel, dining, car rental, train travel, incidental purchases made during the trip, taxi/ride sharing, etc. In addition, it is the industry benchmark for business travel spend and receives considerable media coverage. This session will examine key topics including how is business travel recovering? What are the continuing impacts of Covid-19 on the industry? When do we expect to see full recovery and what will recovery look like? What are the impacts of inflation, continued supply chain bottlenecks, global political conflict and rising interest rates on business travel? Join us for a look at the state of the industry and what's likely in store for the next five years. Made Possible by Mastercard

Straight Talk: Media Perspectives on Global Business Travel's Past, Present and Future

From the biggest stories, topics and trends of the past year to what they think the road ahead looks like for the global business travel industry, hear directly from veteran journalists who will share insights and opinions from their unique perspectives. This media roundtable-style session brings together expert members of the press for an unscripted discussion of business travel where nothing's off the record. Then it's time to turn the tables on the people who usually ask the questions - we'll open the floor for questions from the GBTA audience.

The Dawn of the Employee-Centric Travel Program?

Made Possible by Deem The primary goal of many managed travel programs is to limit cost. Recently, travel programs have paid greater attention to traveler satisfaction/well-being. In a tight labor market with low unemployment and rising salaries, an employee-centric travel program can help companies recruit and retain talent. Based on GBTA-Deem U.S. research, this session will examine the role of the user/traveler experience in managed corporate travel. How well do travel programs serve the needs of business travelers? Is traveler experience more important than other objectives such as cost savings? Do travel programs adequately accommodate employees with disabilities and special needs? Which booking technology features and innovations are travel managers and business travelers most interested in? The study is based on two separate surveys – one of U.S. business travelers and another of U.S. travel managers. The goal is to compare the two perspectives and identify any disconnects.

Human Resources & Stakeholder Management

3 Strategies to Boost Traveler's Emotional Wellbeing

Stress and anxiety is #1 reason for all diseases mental health, anxiety, panic attacks, depression, physical and more. Travelers worry not only about sealing another million \$ deal but also about their family left at home and if they get home safely and well. They have more reasons for poor mental health than their non-traveling peers and they need your support now! Join the unique session to create a plan to support your employees' emotional wellness whether they travel for business or leisure. Help them now, they will thank you later. Learning Level: Applied (4-10 years of experience in travel)

Achieve Your Travel Program Goals With Digital Marketing

Twenty years ago, choosing travel was simple-- you called your TMC. In the digital age, choices are limitless. Business travelers are just like any other digitally savvy consumer, and if you don't use the same marketing tactics that they are used to seeing outside of your program to influence their decisions, you'll lose them to other channels. In this session, we'll talk about

marketing strategies you can use to influence your travelers' buying behaviors and build a future-fit traveler engagement strategy. Learning Level: Fundamental (0-3 years of experience in travel)

Be our guest: How do you solve for non-employee travel?

There's always been a need for guest travel - travel for candidates, contractors or consultants who aren't company employees. Post-pandemic, growth of non-employees has accelerated, with traditional workers opting for more flexibility and companies using contractors to fill skill gaps. But welcoming non-profiled travelers into a program has its challenges. How does a non-employee book travel, expense a trip, or get on-trip support? We'll hear from panelists about the difficulties and best practices of supporting guest travel. Learning Level: Applied (4-10 years of experience in travel)

Buyer Side: Mergers, Acquisitions, and Spinoffs: What's Travel Got to Do With It?

This session will be an interactive panel discussion to include HR/Legal, buyers, suppliers, and TMC partners engaged in a conversation around best practices for M&A. HR/Legal will review options for onboarding a newly acquired company, Buyers will highlight best practices (Duty of care, traveler satisfaction and travel policy) with M&A work. Learning Level: Applied (4-10 years of experience in travel)

Defining a New Role: The Evolving Responsibilities of the Corporate Travel Manager

An initial outcome of the pandemic was job consolidation, many were asked to take on more responsibility, some of which were 'outside our wheelhouse.' Two years later, has that reality changed? For the Corporate Travel Manager, tasks extend from supplier and Duty of Care management to things like transportation equity, employee benefits and corporate sustainability. Join our panel to discuss how Travel Managers are navigating these new roles and expectations. Learning Level: Applied (4-10 years of experience in travel)

GBTA Ladders: Developing talent in the travel industry

Talent risk is the number one threat companies face today to long-term growth. How are you motivating the talent in your organization today? Join this session and learn how GBTA Ladders, a unique team-based mentorship program, can accelerate growth and development within your team. The program is designed to drive connection and collaboration across the industry, and welcomes industry vets and rising starts alike. And once you've heard all about the program, you'll get to experience it in action. Hear the 2022 winning team present their take on the season theme: Corporate Responsibility – What's next?

Really Understanding the LGBTQ+ Travel Experience

Get a great overview of the real queer traveling experience, with crowd sourced the topics from attendees. Share specific examples of real-life individual examples you need to be a better Travel Buyer or supplier, learning from topics (using GBTA mobile polling site) to gauge people's knowledge and identify areas of high interest, addressing them head-on. A moderated panel of business travelers from the LGBTQ+ community will give you actionable knowledge. You can get even more from our facilitated Q&A session. Learning Level: Applied (4-10 years of experience in travel)

TED talk live at GBTA: Why Gender Equality Is Not Just About Women

Be ready to get uncomfortable! This session isn't your normal gender equality 'girl power' hype. Instead we'll take an alternative view. Is gender really the issue or is it the structure of work? Are we alienating men by having such a focus on women? Caroline's TED talk has been viewed by an audience of 100,000+, now she brings the talk and more to GBTA to encourage authentic and open debate.

The DEI Journey & Travel: Are We There Yet?

This session will be an interactive panel discussion around DEI progress made, challenges, and opportunities. Buyer participants will have an opportunity to highlight key DEI initiatives that they have successfully incorporated into their respective travel programs and the results they have experienced to date. Additionally, buyers will share how they are addressing inclusion for all (i.e. race, ability, sexuality, etc.) in their travel programs and share their expectations.

Learning Level: Applied (4-10 years of experience in travel)

The Invisible 26% - Addressing the Underserved Accessible Travel Market

26% of the US population has a mobility impairment and it's growing fast. Frankly, their business travel experience doesn't pass muster. Supplier or buyer, this deficit affects morale, your company's DEI efforts and ESG scores, and your bottom line. This session shares the hot-off-the-presses proprietary research on accessible business travel: size, accessibility need, primary areas of concern and how some leading companies are cracking the code. Everything you need to build a case and jumpstart your efforts. Learning Level: Fundamental (0-3 years of experience in travel)

To policy or not to policy?

In the new world of post-pandemic travel where everything can change overnight, are the days of having a set travel policy gone forever? Do the companies that have scrapped formal policies for more informal 'just do the right thing' policies have the right idea? Or are traditional T&E policies still a necessary part of an effective travel program? In this session, we'll hear from panelists on both sides of the issue as they debate the future of travel policy and give the audience a chance to weigh in on who makes the stronger argument. Learning Level: Applied (4-10 years of experience in travel)

Meetings & Events

ESG & ME(eetings) Aligning Values & Decisions

This interactive conversation will include buyers, suppliers, and TMC partners regarding the increased focus on ESG (Environmental, Social, Governance) and its impact on meetings procurement. Suppliers will share their perspective with customer expectations around ESG solutions and service delivery. Buyers will address the question, 'When does a company's ESG values impact meeting procurement decisions?' What is the prioritization of ESG versus other more traditional decision-making attributes (i.e. location, total cost, availability, etc.). Learning Level: Fundamental (0-3 years of experience in travel)

Here's Your Handbook to Optimizing The Meetings RFP

Is the meeting RFP process flawed? In many cases yes. While the process for sourcing third-party meetings and events providers is well established, in many ways it's more supplier than

buyer-centric. This session is an essential guide to help you learn from those on each side of the equation as they share how to optimize successful outcomes. In this session, we'll define critical success factors, design your RFP, cover key areas of focus, and share stakeholder and communication strategies to ensure RFP performance and success! Learning Level: Applied (4-10 years of experience in travel)

Small Meetings Implementation Case Study

Implementation strategy is critical in any strategic meetings management program, but it is more critical when implementing a small meetings program. This session will feature a case study by a well regarded Global Travel Manager and her recent experience implementing a small meeting program and why implementation strategy took a driver's seat vs. the usual afterthought. Discussion of the case study will be moderated by an industry influencer/technology executive sharing best practices. Learning Level: Fundamental (0-3 years of experience in travel)

Strategic Meetings Management (SMM) - Post COVID-19 (Re)Launch

Organizations who had SMM in place prior to COVID were able to demonstrate the value of visibility to meetings and events (M&E) via the elimination of fees for cancelations. However, they recognized the need to evolve program governance to address digital M&E solutions. Hear from seasoned SMM buyers/suppliers on how they used digital technologies to provide better data analytics to stakeholders and how they evolved their SMM for the safe return to in-person M&E using decision matrices while keeping in mind reputational risk and duty of care. Learning Level: Applied (4-10 years of experience in travel)

Mobility

Digital Nomads - immigration compliance for an 'at home' workforce

As more of us than ever are working from home, or even from another country, learn from experts at Nomadic about Digital Nomads and the visas that are available for them. The panel will cover this expanding area of global mobility, the immigration compliance risks and the steps you should take to mitigate them. Learning Level: Fundamental (0-3 years of experience in travel)

Navigate New International Entry Requirements in an Unpredictable World

The biggest consideration faced by many international travelers pre-pandemic was whether or not a visa was needed for a destination. Now many companies are dealing with longer processing times, stricter global visa and immigration legislation, and meeting the desires of employees to work from anywhere. Are your travelers ready? This session discusses the importance of travel adaptability and presents strategies your travel team can continue to implement in an ever-changing landscape. Learning Level: Applied (4-10 years of experience in travel)

Payment Solutions

Add Direct Pay to Your 'Solutions Wallet' to Streamline Payment Process

The progression of payment solutions remains at the forefront of advancements within the corporate travel market. Leveraging new direct bill functionality can help address hurdles associated with the billing process while offering financial benefits, time saving measures, and even fraud protection. Hear from a panel of Travel Manager and Supplier representatives about how these new tools and technology can positively impact your daily job functions and guest experience, and what you can do now to shift to this new way of doing business. Learning Level: Applied (4-10 years of experience in travel)

Day in a Life of a Virtual Card: Lodging Reservation through Reconciliation

Join this discussion of current perspectives of the virtual payment journey with a Travel Business Buyer, Hotelier and Virtual Card Integrator. We will define virtual payment terminology, the stakeholders involved and resources available within the Virtual Payment Tool Kit focused on the Lodging Category. Bring along your payment questions for an open discussion. Learning Level: Fundamental (0-3 years of experience in travel)

Everything You Wanted To Know About FinTech But Were Afraid To Ask

Everywhere you look today, there is something about FinTech. From ApplePay to Crypto.com in the media to numerous high-flying (and some then diving) IPO offerings for FinTech startups. FinTech is some shape or form is everywhere. In this session, you will learn about what is all really means for you, your company and the future of the travel industry. Learning Level: Fundamental (0-3 years of experience in travel)

The Evolution of Mobile Technology for Virtual Cards in Travel

Virtual Cards have been on an evolution and today can be used on mobile applications to help travelers and travel managers at every step in the journey from issuance to use at their desk administering or on the road with their smartphone. Join us to learn about the newest trends and mobile technology tools and how they potentially impact your travelers to enhance the traveler experience. Get insights and advice about challenges and solutions. Learning Level: Applied (4-10 years of experience in travel)

What Do Contactless Payments Mean for Business Travel

Mobile and contactless payments are changing the way we do business. What does this mean for your travel program? Our experts discuss the increasing role that contactless payments will play in business travel, and the corresponding correlation with increase of acceptance at hotels and restaurants. We'll share strategic tips for harnessing contactless payments, using them to streamline spend, and unlocking better visibility and controls over your travel budget. Learning Level: Strategic (11+ year of experience in travel)

Procurement & Sourcing

A Clear View - TMC Partnership Performance vs. Buyer Need

A sales process can paint a picture of what could be possible but are TMCs performing as partners aligned with the needs of travel managers? Based on a survey and interviews of travel managers, we will discuss research results with a panel of travel managers. Gain a clear view of what TMCs are providing across culture and capabilities and how partnerships can perform better. Learning Level: Applied (4-10 years of experience in travel)

Accounting for Inclusion: DEI and Cultural Fit in the Sourcing Process

Inclusion is key in successful procurement for both buyers and sellers. This session will share methodologies for incorporating culture and DEI measures to create better inclusion measures and processes. We'll discuss what to include and what NOT to include. Explore how to structure and measure your DEI program and how to engage the entire enterprise in the process. See how to successfully raise the DEI/Culture bar for your organization, AND raise your personal company profile. Join us to learn the true value of inclusion! Learning Level: Applied (4-10 years of experience in travel)

Measuring Success in Travel Management: Everything is Different Now

The scope of traditional travel management has been drastically altered by the pandemic and other forces. This requires exploring different metrics to track your program's effectiveness and impact on your company, travelers, and department. In this engaging presentation, we'll discuss how to measure your travel program's success against modern standards. Attendees will walk away with a Corporate Travel Success Metrics playbook which explains each measurement, why it's needed, how to calculate it, and how to translate it into actionable change. Learning Level: Applied (4-10 years of experience in travel)

Post-Pandemic Predictions: Trends in Travel Procurement

The pandemic and remote-first work has dramatically changed corporate travel. Business trips are the "most important piece of keeping our human connection and culture alive," but the makeup of this travel will be different than the past. As travel patterns shift, program policies and supplier relationships must keep up with evolving needs. During this session, our expert panel will discuss the latest travel strategies that modern travel managers are deploying to optimize their managed travel programs. Learning Level: Strategic (11+ year of experience in travel)

Red light? Green light? Identifying, Vetting, & Onboarding Travel Partners

Sifting through, vetting, and selecting the right partners for your travel program can be a daunting task. How do you identify, compare, vet, implement, and assess partners amidst the hundreds competing for your time, attention, and money? No need to panic, this session provides attendees an in-depth understanding of how to choose a partner that best aligns with your company goals and objectives. Learning Level: Applied (4-10 years of experience in travel)

Small But Mighty - Small Travel Program, Big Savings

'But I can find a better deal' says the traveler. Fighting consumer travel expectations in your small program? As a travel professional, you have a realistic understanding of your program's

purchasing power, but try explaining that internally. Learn how to set expectations with your travelers, blend your approach with suppliers to maximize purchasing power, and do more with less to keep everyone satisfied. Learning Level: Fundamental (0-3 years of experience in travel)

Risk Management/Duty of Care

Back in the Saddle: Old Threats and New Risks in Return to Travel

It's been more than two years since many business trips as many organizations hit the pause button. We've all been hearing a lot about the risks associated with COVID-19, as well as the 'future of travel.' But additional every day threats have not diminished. From civil unrest (both domestic and abroad) to crime and medical care, the challenges for travelers have never been greater. Our panel of risk experts will take a deep dive into what everyone needs to know as they return to the road, rails and skies and get back to business. Learning Level: Fundamental (0-3 years of experience in travel)

Be More Strategic: Morphing Your TRM Program to Support All Your People

Most travel programs have implemented a Travel Risk Management (TRM) program over the years. These programs enable you to prepare, communicate, assess and assist all travelers, both business and leisure. While the pandemic resulted in 'Low to No' travel, the travel manager was a member of the Covid-19 Task Force. Learn from a Buyer, a TMC and an Expert on how to use your current TRM procedures (ISO 31030) and tools to create a People Risk Management (PRM) program for your organization. Protect the organization's #1 asset - your People. Learning Level: Strategic (11+ year of experience in travel)

Building a More Inclusive Travel Risk Management Program

A diverse employee population means diverse individual risk levels. Is your travel risk management program adequately accounting for the differences? Two global travel security specialists will share their experiences and advice for recognizing, managing, and mitigating against the unique risks faced by women, members of the LGBTQ community and other profiles, and for building a more inclusive travel risk program. Learning Level: Applied (4-10 years of experience in travel)

Care more! Assist & Insure. The importance of both Insurance and Assistance

The fire department helps you to prevent fires in your home and responds to a fire emergency. You need insurance to replace your belongings after the emergency. In the same way Assistance and Insurance work together to help you protect your workforce and travelers and is essential for meeting your Duty of Care obligations. In this session we will explore the benefits of both elements, how to make both work for your organization and avoid excessive costs. Learning Level: Fundamental (0-3 years of experience in travel)

Cybersecurity: More than a matter for IT

We're surrounded every day by devices connected to the internet. Ensuring this cyberworld is secure is essential for protecting people, organizations, and infrastructure. In fact, it's vital for almost everything we value and rely on. And while cybersecurity threats escalate, travelers are particularly vulnerable. Join our session and learn what you can do to keep your traveler and

company data safe. Spoiler alert: security training refreshers for returning travelers are strongly advised. Learning Level: Applied (4-10 years of experience in travel)

ISO 31030- What is it and What do I do with it? Expert & Two Buyers Views

In September 2021, the International Standards Organization (ISO) published ISO 31030 - Travel risk management - Guidance for Organizations. This is a big deal! Experts from around the world agreed on guidelines for implementation of a travel risk management program based on the ISO 31000 Risk Management guidelines. This session will provide a high-level and easily understandable view of these guidelines from an Expert in conversation with Buyers who are considering, addressing, and/or implementing these guidelines in their organizations. Learning Level: Applied (4-10 years of experience in travel)

Overlooked Organizations: SME & Non-Profit. People Risk Management for ALL!

99.7 percent of the 6m+ organizations in the US have fewer than 500 employees. The numbers are similar in many other countries. How can small to medium sized organizations create a robust People and Travel Risk Program in partnership with their TMC and augmented by a Risk and Assistance provider? Where to begin? Who should I partner with internally? Where can I get support for the project; resource and financial? In this session we will provide you with answers and tools to create a program unique to your organization's needs. Learning Level: Fundamental (0-3 years of experience in travel)

The Intersection of Human Trafficking and Travel

The US is one of the top countries where Human Trafficking is happening. One of six missing/exploited children are being sexually trafficked. Human Trafficking is happening in the airports we use, flights we are on, hotels that we stay in, and rental cars we are renting. So what can we do? This session is with Captain Larry Kraus (Pasco County Sheriff's office and Human Trafficking Expert) and Robin (Lived Experience Expert and Advocate) and they will share their experience, and knowledge, about what a traveler should be looking for and what steps can we take to safely help the victims. Learning Level: Fundamental (0-3 years of experience in travel)

Sustainability

Breaking Down the Buzzwords: Understand Sustainable Travel & Avoid Pitfalls

For travel managers that have been tasked with becoming experts in sustainability, cutting through the jargon to understand what will make a real impact can be overwhelming. When trying to reduce carbon emissions or contribute to company-wide sustainability goals, it's important to not only focus on what's trending today but gain a real understanding of what the buzzwords mean. In this engaging session, we'll focus on myth-busting around four sustainability concepts and explore how they may - or may not - be useful tools for your program. Learning Level: Fundamental (0-3 years of experience in travel)

Managing Travel's Carbon Footprint By The Numbers

Improve how you are measuring and setting travel policies based on sustainability data. We'll focus on making sense of air travel emissions analytics and use it accurately for planning and reporting. You'll walk away confident in your carbon footprint vocabulary and ability to lead

high-level discussions about sustainability data and measurement. Learning Level: Applied (4-10 years of experience in travel)

Sustainability Toolkit Relaunch: A Practical Guide to Sustainability

The GBTA Sustainability Committee is doing a complete revamp of the Sustainability Toolkit. The current Toolkit is out-of-date and will be restructured to be a step-by-step guide for travel managers to deploy sustainability practices and create their own programs for their companies. Three modules include: 1. Definition of what sustainability means to travel management 2. Managing and improving environmental performance a. Avoiding, reducing, and offsetting emissions 3. Tracking and reporting Toolkit will include a resource annex. Learning Level: Applied (4-10 years of experience in travel)

Sustainable Hotel Programs: How to Get Started

Sustainability is the new buzz word but what does that mean and how do you apply it in the accommodations space. Let's focus on the foundation, including what standards to be included, what do those standards mean and leveraging that information to allow travelers to make more informed decisions. Learning Level: Fundamental (0-3 years of experience in travel)

Using Accreditations to achieve CSR, Data Security and Sustainability

Corporate social responsibility, data security and environmental services & practice are important factors when assessing and selecting TMCs, technology, airlines, accommodation, cards, EMSs and cars. There are now many accreditations and rating systems available. They can provide a trove of useful assessment information. Many of them are credible and well-based, but not all. From ISOs down to private rating services and associations, learn how to select and apply accreditations in your tenders to achieve best outcomes. Learning Level: Applied (4-10 years of experience in travel)

Technology/Innovation

Demystifying AI: Challenges and Prospects for Travel Security

AI has significantly transformed the travel industry. It is available everywhere, in online booking, chatbots, customer surveys, airport scanning systems, and more. This presentation aims to demystify AI. We show how the technology works and what challenges it poses, from natural language processing to audio-video analysis. We will also examine how the combination of man and machine helps actionable risk management. We will show how AI is used to assess and anticipate risks for potential targets in travel security. Learning Level: Fundamental (0-3 years of experience in travel)

Employees at the Heart of the Future Workplace

The pandemic has changed the way we work and created new forms of collaboration. In order to successfully attract, retain and engage talent, corporations need to embrace new ways of working, meeting and collaborating. Innovative technologies are here to help, putting employees at the heart of the future workplace. Learning Level: Strategic (11+ year of experience in travel)

Is technology really making business travel more sustainable?

Whether you're traveling for business, or developing your company's business travel policy, there's a lot you can do to make a difference regarding Financial, Social and Environmental Sustainability. The panel will focus on discussing current technology as well as provide insight into what is coming over the next year. Learning Level: Applied (4-10 years of experience in travel)

NFTs: Non-Fungible...Travel?

Non Fungible Token... we've heard this term thrown around a lot, especially associated with large sums of money! So how do NFTs fit into corporate travel? Does the metaverse impact our industry? Could we finally be entering an era where virtual reality could replace a trip? In this session we will explore emerging technology and its potential impact and opportunity in the corporate travel space. Learning Level: Strategic (11+ year of experience in travel)

OBT Deathmatch: Beyond the Booking

The GBTA Convention provides a wealth of opportunities to check out the standard booking flows of leading OBTs. In this session, however, the GBTA Technology Committee will give OBTs a chance to discuss emerging but essential capabilities. They will all debate their approach to sustainability, Non-GDS bookings & NDC, Management Reporting, and Third-party apps and extensions! Four industry veterans, from four different travel tech companies exchange candid views about the state and future of OBTs, travel technology, and travel management. The panelists will offer timed answers about topics including NDC, the state of innovation, industry trends, and the top innovations their companies are working on. We promise you will not be bored!

Omnichannel: Helping You Navigate Industry Turmoil in the Post-Pandemic World

You've heard about omnichannel and wondered if that meant giving up control and letting travelers do whatever they want. Omnichannel is all about control in a new way that blends what travelers want and what companies need, by introducing new touchpoints with your suppliers. This Omnichannel session will walk through the myths about what it isn't and go through what it can mean to make your travelers more productive, get your rates and discounts through all booking channels and gain duty of care coverage while reducing costs, fees and complexity.

Reimagining a Framework for 3rd-party Technology in Travel Programs

There's been a significant rise in third-party technology innovation that delivers unique solutions for program goals in sustainability, policy customization, traveler experience, and more. While these offerings are individually attractive, managing countless third-party tools has given travel managers a headache and added more pressure on TMCs to integrate with a myriad of technologies. So how can corporations, third-party vendors, and TMCs partner to manage these custom approaches to travel programs, while maintaining a centralized solution? Learning Level: Strategic (11+ year of experience in travel)

Resuscitating Your Travel Program to Meet the Needs of Modern Travelers

In the past two years, a lot has changed, and even more will continue to change. While the changes may be obvious - an increase in remote work, advancements in technology, new travel restrictions, heightened concerns around health and safety, the impact that these changes will

have on our programs is not as evident. In this session, we'll hear veteran Travel Manager's analyze fundamental components of business travel that are changing - and how travel programs can best prepare for these changes, and meet the needs of modern travelers.

Surviving Or Thriving in an Omni Channel World

This session will focus on what Travel Managers and TMCs need to do to 'thrive' not just 'survive' in the new Omni channel distribution model. As airlines and hotels move to this model it requires rethinking the use of technology, supplier relationships and how this becomes an advantage for corp. travelers. While this creates many new challenges for Travel Managers and TMCs it also creates many new opportunities to dramatically improve travel programs and the traveler's experience. Embracing the change is key to 'Thriving' in this new world. Learning Level: Applied (4-10 years of experience in travel)

Tech Safari Live!

The GBTA Technology Committee is launching a new showcase at the GBTA Convention! The Committee, in collaboration with GBTA, will highlight seven (7) companies providing new and innovative technology solutions on the trade show floor. The three pillars used to gauge relevance to the members of GBTA have been the foundation of the Tech Safari from its inception, and include: Corporate travel: how does the technology serve corporate travel needs? Availability: can you get access now? Audience: to whom is the technology useful? Learn more about the companies and their products on GBTA's website!

The Need for Automation in Travel Programs. Common Automation Myths Busted.

Learn in this session why the automation of selected areas of your corporate travel program is not only possible but essential to meet business goals, especially in the hectic and uncertain times of post-pandemic travel. We will identify main industry concerns, bust myths about automation, and discuss what it takes to maintain program quality while using automation. The session also highlights automation best practices that will prove valid regardless of constant industry changes. Learning Level: Fundamental (0-3 years of experience in travel)

Transportation

Achieving resilience amid volatility - key ground travel strategies

Travel managers are facing unprecedented challenges - What decisions can increase resilience now and in the future? Key challenges discussed: - Supplier challenges including rising prices, driver & vehicle shortages & uncertain service levels - Health & Wellness policies & protocols - Employee expectations & the constantly morphing hybrid work and business travel environment - Climate responsibility & carbon footprint reduction - Data based decision making & travel cost control. Learning Level: Strategic (11+ year of experience in travel)

Back to Basics: Understanding the Ecosystems in Both Travel and Meetings

During the pandemic, the travel and meeting landscape changed with mergers, acquisitions and bankruptcies. To best run a travel & meeting program, you must first understand who the players are and how money exchanges hands. Understanding the basics will make you an effective negotiator and program manager. Learning Level: Fundamental (0-3 years of experience in travel)

Face it! Using biometrics as your ticket to fly.

Understand how biometrics will play a role in travel, from the couch to the gate and beyond. You're likely seeing more and more technology to support a touchless, frictionless trip. Hear from the biometrics experts and from the airlines and airports deploying the solutions to learn how biometrics will improve the travel experience. Learning Level: Applied (4-10 years of experience in travel)

Fair Market Share vs. Peer Market Share - Which One is Fairer for Buyers?

Airlines use Fair Market Share to set performance goals for buyers, yet buyers currently have no way to know if these goals are really achievable. In this session, we'll explore a new concept: Peer Market Share, which shows what is achievable, how real buyers are performing and who is performing better than others. We'll debate which way makes more sense and leave it up to the audience to vote at the end. Learning Level: Strategic (11+ year of experience in travel)

Science Shows a Better Travel Experience Leads to More Successful Business.

The Results are in! A little heart, a smile, and a traveler-first approach can go a long way to improve your bottom line, traveler mental health, and relationship building. What if you could show that when travelers are provided the right care and service they have better meeting outcomes? Based on interviews with travel managers and hundreds of business travelers, we will share and discuss third-party research results that challenge the components of successful business travel

Virtual - On Demand (Post Convention Bonus Content)

Applying Post-Pandemic Non-Travel-Related Procurement Strategies to Travel

The pandemic has affected sourcing professionals and category managers across multiple procurement categories; effects range from supply chain shortages of materials to corporate job cuts and ironically labor scarcity, a paradox that has affected business travel significantly. This session will address the effects of the pandemic from the vantage point of non-travel categories, such as industrial supplies, facilities, and other areas; how buyers are addressing these issues, and strategies that can be applied to corporate travel management.

Beyond Savings: The New KPIs That Drive T&E Success

As the world continues to change, the primary goal of the modern corporate travel program has also evolved beyond simply driving hard-dollar savings. Organizations have developed new top-line strategic business objectives, but it's often difficult for travel managers to translate that to actionable plans for their T&E programs. Join this session to learn more about the new KPIs that drive T&E success and hear how peers at other companies have successfully measured and implemented them.

Checking the Source: Travel Retail's Struggle with Multi-Sourced Content

Airline content is expanding, giving travelers an explosion of choices that booking platforms must figure out how to consume from multiple sources (ATPCO, LCC APIs, NDC APIs) and present it in a way that is easy to understand and compare. The challenges with integrating content from various sources is an industry-wide problem that continues to hold us back. Rather than focusing solely on NDC or the latest standard, if we invest in the ability to

effectively manage multi-source content, we can finally give companies a modern retail experience.

Creating Accessible Travel Programs for Every Traveler

One of the lessons learned from Covid is the importance that an agile program plays to adjust to market condition changes. In this session, we will explore how to create an environment where dynamic program planning. From the sourcing development, operational and financial strategies throughout the supplier management, risk mitigation and customer engagement. We will show you how to develop and manage a more agile program and the benefits.

Dashboards are dead, continue driving value with AI in Business Travel

Improving the efficiency of managing business travel will be a game changer for driving incremental value from the travel programs going forward. The use of AI/ML is bringing more efficiency into everyday processes across different industry segments. Dashboards have evolved as great visualization tools over the past decade for looking at historical data, but this session explores how the travel industry can move towards an interactive and efficient approach to decision-making, enabled by AI.

Developing An Emergency Response Plan: What Risks Face Business Travelers?

From the pandemic and evolving travel restrictions to a spike in global crime rates and cyberattacks to the threat of terrorism and extreme weather, employees face a multitude of risks today. This session will examine the top five business travel risks and how to best navigate them. We'll explore who fits the business traveler profile - and how the use of tabletop exercises and emergency response plans can provide the right tools for employees to assess risks and manage a crisis.

Gen Y & Z Influencers: How to Bridge the Managed Travel Gap

The new generations are here and are dominating the travel industry. Get a deep dive into the habits of these generations and the impact they are having on managed travel - from new trends to increasing demands - and actionable steps to make your programs and products more Y & Z friendly.

How Should We Meet? The Compelling Cases for In-person and Virtual Meetings

Are virtual meetings really 'good enough'? What happens if we don't meet enough in person? What are the pros and cons of each way of meeting? What criteria should go into justifying a business trip? These answers and more are based on an extensive survey of US-based managers and executives. You'll learn how to help your company travel for the right reasons. Learning Level: Strategic (11+ year of experience in travel)

Is 'High Tech' the new 'High Touch'?

Impressive innovations in apps, artificial intelligence and robotics are all changing the CX landscape in accommodations services and support. Do business travelers prefer 'white glove' service, or the convenience and control of highly efficient self-service for food and beverage, fresh linens, local destination recommendations and more. Panelists will represent leaders and innovators across the accommodations landscape, talking about their tech road map, strategies for customer care, brand differentiation and the value for clients.

Return on Travel: (RE)OPTIMIZING Corporate Travel Spend

The pandemic forced our industry to reconsider how we think about business travel, and corporate travel spend must now follow suit. More than ever, business travel is seen under the lens of return on investment and business growth. This session will examine why and how we need to re-evaluate our corporate travel programs. A strategic approach to travel spend is required to determine justified trips, adapt travel policies, better understand unused tickets, negotiate optimal discounts, and find the right tools for the job.

Six HR Strategies to Engage Travelers in Remote Environment

COVID has created many challenges for companies and HR professionals, as we navigate through the new normal environment. This session will provide you with tips and tricks on how to engage with your employees, whether they are on-the-go, or working in office. You will be equipped with additional items to add to your toolkit to support remote and in office employees throughout this journey!

Supporting Traveling LGBTQ Employees Amid a Changing Environment

Threat environments are changing for LGBTQ travelers around the globe amid the pandemic. We will examine the recent trends impacting LGBTQ travelers and explore travel concerns unique to the LGBTQ community. This session will also discuss providing duty of care considerations for LGBTQ travelers so employees can be properly supported and protected during business travel.

The new normal - Immigration compliance lessons from the pandemic

The pandemic has completely upended the immigration landscape for short-term travelers. Entry bans, mandatory pre-trip COVID tests and on-arrival quarantines have added extra layers of complexity. Now that your workforce is beginning to travel again, review lessons learned with experts from Nomadic and an experienced compliance contact on the buyer side, see where things stand, and leave with a plan to minimize business disruption as travel resumes.

Travel Data, Travel Risk and the Travel Manager: The increasing importance

The pandemic has caused the travel manager to get involved in return-to-work groups assessing business travel, remote work, and hybrid working models. This session will give attendees a first-hand experience of how companies have approached this challenge. We will answer questions and offer advice on the risks a travel manager needs to address, including travel safety, travel data management, tax, expense, and payroll compliance. We'll touch on the use of technology and share insights into building a business case internally.

Travel Program Optimization - New Goals For a New Era

Travel programs have long focused on goals related to cost control, duty of care, and traveler satisfaction. Climate change and the Covid crisis have ushered in a new era of business travel constraints. Savvy travel buyers now need new goals and strategies to reorient their programs. This session shows the path forward for travel buyers and category managers. Learning Level: Strategic (11+ year of experience in travel)

Traveler Wellbeing that has Nothing to do with Yoga, Spas, or Gyms

The approach to traveler wellbeing has always been associated with spas, yoga, comfy beds, gyms, and healthier meal options but traveler behaviors, needs, and desires are changing.

Traveling for business doesn't have to lead to another global burnout epidemic. Studies show how healing travel can be mentally, physically, emotionally, and beyond. Learn how to set intentions for a trip with wellness and work goals and empower employees to be responsible for their own wellbeing.

Why the Future of Mobility Matters for Corporate Travel

The last 10 years has seen incredible innovation in the consumer space for mobility apps and services. The next 10 years will be even more incredible with robotaxis set to completely change how we get from A to B. The problem is that all these innovations are in the consumer space, so travelers are going rogue and solving for mobility themselves. We'll show you what the future of mobility looks like, why it's important, and principles to help you future-proof your mobility strategy.

Why Would I Ever Allow Direct Air Bookings? The Answer Will Surprise You

Corporate travel managers are looking for options to make their travelers more productive during the booking process, given that 72% of travelers already know which airline they will utilize. Travel managers believe direct booking alternatives exist so travelers can access negotiated programs when they go direct and receive duty of care coverage and all data at the point of sale. Omnichannel suppliers can deliver the necessary interaction for business travelers to take full advantage of the suppliers' competitive products allowing for direct air bookings. We will hear from those who are making direct air bookings a reality for their business travelers.